

What is claimed is:

1. An apparatus for controlling a backlight of a liquid crystal display (LCD) and processing visual signals, 5 comprising:

a generation means for generating on adjusted backlight intensity information to reduce the power consumption of an end user terminal having the LCD; and

10 an adaptation means for adapting brightness and/or contrast of the visual signal based on the backlight intensity information and displaying the adapted visual signal on the LCD.

15 2. The apparatus as recited in claim 1, wherein if the backlight intensity information indicates that the backlight is adjusted from the original luminance value  $Y$  to a value  $Y'$ , the adaptation means adapts the original pixel value of the visual signal proper for the original luminance value  $Y$  to a pixel value proper for the adjusted luminance 20 value  $Y'$ .

3. The apparatus as recited in claim 1, wherein the adaptation means is included in a system that provides the visual signal to the end user terminal.

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4. The apparatus as recited in claim 1, wherein the generation means for generating adjusted backlight intensity information controls the backlight intensity dynamically according to information on the visual signal displayed on 30 the LCD.

5. A method for controlling a backlight of an LCD and processing visual signals, comprising the steps of:

35 a) generating adjusted LCD backlight intensity information to reduce the power consumption of an end user terminal having the LCD; and

b) adapting brightness and/or contrast of the visual signal based on the backlight intensity information and displaying the adapted visual signal on the LCD.

5       6. The method as recited in claim 5, wherein if the adjusted backlight intensity information indicates that the backlight is adjusted from the original luminance value  $Y$  to a value  $Y'$ , the original pixel value of the visual signal proper for the original luminance value  $Y$  is adapted to a  
10 pixel value proper for the adjusted luminance value  $Y'$  in the step b).

15       7. The apparatus as recited in claim 5, wherein the step b) is performed in a system that provides the visual signal to the end user terminal.

8. The apparatus as recited in claim 5, wherein the step a) includes the step of:

20       a1) adjusting the backlight intensity dynamically according to information on the visual signal displayed on the LCD.